

EXECUTIVE SECRETARIAT

Routing Slip

TO:		ACTION	INFO	DATE	INITIAL
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Remarks:

3637 (10-81)

91 Executive Secretary
7/1/83
Date

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Executive Registry

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THE WHITE HOUSE
WASHINGTON

June 28, 1983

Dear Mr. Casey:

One of the most successful efforts we have had to date is the recent turnaround in polling results and in the media on education. These results were in part due to a comprehensive plan for Presidential travel to, and participation in, high profile education forums. I personally believe we can accomplish similar results on other issues, but I am writing to ask your assistance.

I believe that we can accomplish significant results by complimenting the President's scheduled appearances with carefully scheduled appearances of other high level surrogates speaking on the same basic theme but in other key areas of the country. To do this I need your help, ideas from your Department and a commitment for a couple of days worth of your time per month.

I am inviting you to designate a member of your staff who is responsible for your schedule and who can help coordinate this effort with you. Please send the name to Mike McManus, my Deputy, in the next few days. We will schedule a meeting to discuss this plan further in the next week.

Thank you for your continued help.

Sincerely,

Mike

MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

The Honorable William J. Casey
Director of Central Intelligence
Washington, D.C. 20505

DCI
EXEC
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